



WPTV

ORDER

Print Date 10/26/12

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Flight Dates **10/27/12-10/31/12**

Contract / Revision **315993 /**

Original Date / Revision
10/25/12 10/26/12

Advertiser **FDP - 3 Pack Abruzzo, Sach:**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

FDP - Q4 GE TV

Agency Com 15%

Billing Contact **Pam Newby**

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1395**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 100% Market Value 26550

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	9	\$4,866.25	\$5,725.00	0.00
November 2012	20	\$17,701.25	\$20,825.00	0.00
Totals	29	\$22,567.50	\$26,550.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	9	\$4,866.25	\$5,725.00
10/29/12	10/31/12	20	\$17,701.25	\$20,825.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	10/27/12	10/31/12	M-F 6-7a M-F 6-7a	CM	6-7a	1-1----	:30	2	\$1,200.00	FX	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/27/12	11/02/12	1-1----					2	\$1,200.00		0.00		
N 2	WPTV	10/27/12	10/31/12	M-F 7-9a M-F 7-9a	CM	7-9a	-1-----	:30	1	\$1,500.00	FX	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/27/12	11/02/12	-1-----					1	\$1,500.00		0.00		
N 3	WPTV	10/27/12	10/31/12		CM	12-1p	11-----	:30	2	\$500.00	FX	0.00 NM	2	\$1,000.00



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Contract / Revision **315993** Flight Dates **10/27/12-10/31/12**

Hiatus Dates

Original Date / Revision 10/25/12/ 10/26/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **FDP - Q4 GE TV**

Estimate # **1395**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 12p NEWS M-F 12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	11-----					2	\$500.00		0.00			
N 4	WPTV	10/27/12	10/31/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	--1----	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	--1----					1	\$725.00		0.00			
N 5	WPTV	10/27/12	10/31/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-1----	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	1-1----					2	\$1,800.00		0.00			
N 6	WPTV	10/27/12	10/31/12	M-F 7-730p M-F 7-730p	CM	7-730p	-11----	:30	2	\$950.00	FX	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-11----					2	\$950.00		0.00			
N 7	WPTV	10/27/12	10/31/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	111----	:30	3	\$1,400.00	FX	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	111----					3	\$1,400.00		0.00			
N 8	WPTV	10/27/12	10/31/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11-----	:30	2	\$575.00	FX	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	11-----					2	\$575.00		0.00			
N 9	WPTV	10/27/12	10/31/12	Tuesday Prime C go on/new normal	CM	10-11p	-1-----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-1-----					1	\$2,500.00		0.00			
N 10	WPTV	10/27/12	10/31/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-----S-					1	\$850.00		0.00			
N 11	WPTV	10/27/12	10/31/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-----S-					1	\$500.00		0.00			
N 12	WPTV	10/27/12	10/31/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,350.00	FX	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-----S-					1	\$1,350.00		0.00			
N 13	WPTV	10/27/12	10/31/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-----S					1	\$500.00		0.00			
N 14	WPTV	10/27/12	10/31/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-----S					1	\$850.00		0.00			
N 15	WPTV	10/27/12	10/31/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/27/12	11/02/12	-----S					1	\$1,000.00		0.00			



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Hiatus Dates

Original Date / Revision 10/25/12/ 10/26/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **FDP - Q4 GE TV**

Estimate # **1395**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	10/27/12	10/31/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/12	11/02/12	-----S					1	\$1,000.00		0.00			
N 16	WPTV	10/27/12	10/31/12	SA 5-6am News SA 5-6am News	CM	5-6a	-----S-	:30	1	\$125.00	FX	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/12	11/02/12	-----S-					1	\$125.00		0.00			
N 17	WPTV	10/27/12	10/31/12	SU 5-6am News SU 5-6am News	CM	5-6a	-----S	:30	1	\$125.00	FX	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/12	11/02/12	-----S					1	\$125.00		0.00			
N 18	WPTV	10/27/12	10/31/12	M-F 5-6a M-F 5-6a	CM	5-6a	111----	:30	3	\$500.00	FX	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/12	11/02/12	111----					3	\$500.00		0.00			
N 19	WPTV	10/27/12	10/31/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$425.00	FX	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/12	11/02/12	-----S					1	\$425.00		0.00			
N 20	WPTV	10/27/12	10/31/12	M-F 2-3p M-F 2-3p	CM	2-3p	MTW----	:30	1	\$350.00	FX	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/27/12	11/02/12	MTW----					1	\$350.00		0.00			
Totals														29	\$26,550.00